



# MINNESOTA FISHING CHALLENGE

To Benefit Mn Adult & Teen Challenge



## Sponsorship Opportunities

June 5, 2021 | Gull Lake, Brainerd



Adult & Teen Challenge  
Minnesota



## Partners and potential partners,

Thank you for taking a few moments to look over this Media Kit. As we enter our 13th year, it's incredible to see how we have been blessed with remarkable success as the Minnesota Fishing Challenge has grown and prospered. In the first 12 years, we have raised more than \$2.6 million in this one-day fishing tournament. In 2020, despite the difficulties with COVID, we raised nearly \$300,000 and I suspect the total for 2021 will go even higher. It's an honor and a thrill for me to be a part of this amazing success and it moves my soul to see the lives that have been changed through the money we have raised. We are so grateful to our corporate partners for the important role they play in this.

Families are torn apart and lives are lost due to drug and alcohol addiction, but Mn Adult and Teen Challenge has a way of turning these lives around; it all starts with a change of heart rather than just trying to change behavior. God can change people who are helpless to change themselves, and that is what forms the basis for the stunning long-term recovery rates of MnTC.

So many people work so hard to make this all happen, not just in organizing and running the event itself, but in the fundraising and awareness created as each of the 300 anglers contact friends, family members and business associates. The publicity through radio, newspaper, magazines and online has exploded. The reach of this event is in the hundreds of thousands. From children, high school anglers and adults, the enthusiasm is infectious!

Every dollar is put to good use in restoring lives and families and you have an opportunity to be a part of it! Won't you consider partnering with us in this endeavor which has eternal benefits? Our partners receive the ROI benefits associated with being a part of this highly publicized event, plus a portion is tax-deductible.

Please take a moment to view the enclosed DVD and look over the information. Let's talk about how to get you involved at a level that suits your budget and publicity needs!

Thank you!

A handwritten signature in black ink that reads "Bernie Barringer".

**Bernie Barringer, Tournament Director**  
bernie.barringer@mntc.org | 218.820.8459

Learn more: [fishingchallenge.org](http://fishingchallenge.org)



Dear supporters,

I'm proud to be a part of the Minnesota Fishing Challenge because I'm passionate about the good this event does. This Minnesota Fishing Challenge raised nearly \$300,000 in 2020, and we expect it to do even more in 2021 and beyond. You can be assured that every dollar is faithfully used in amazing ways. The lives that have been saved and the families that have been restored make it all worthwhile. The long-term freedom from addiction offered by Mn Adult & Teen Challenge can only be credited to the faith principles on which it's based.



Would you consider partnering with us in restoring healthy lifestyles and bringing families back together by being a part of the Minnesota Fishing Challenge? There are many levels at which you can become involved and each of them offers an excellent return on investment both in terms of promotion and the satisfaction that you are helping to save many who are enslaved to addiction. Please consider how you might be a part of this fantastic event; we would love to have you as a partner.

Sincerely,

Al Linder, Tournament Host

## Event Details and Attendees

The Minnesota Fishing Challenge is our largest, statewide fundraising event that celebrates freedom from addiction and generates support for clients in our long term programs. Our 13th annual Fishing Challenge will include many regular attendees and newcomers from all over the state. Since its inception, this family-friendly tournament has raised more than \$2.6 million!

We invite you to join us as a sponsor in support of our mission through this event, while receiving special recognition among our attendees and larger online community.

## Sponsorship Levels

- **Title** | Custom Package
- **Presenting** | \$10,000
- **Supporting** | \$5,000
- **Weigh-In Station** | \$2,500
- **Division** | \$2,000
- **Beach** | \$1,000
- **Prize Tent** | \$1,000

\*See the following page for recognition and benefits.

## TESTIMONIAL



"Our hearts were moved to become seriously involved in Mn Adult & Teen Challenge (MnTC) when we heard a client not only talk about recovery from addiction, but also about learning to have a family life. We also saw MnTC clients change from criminal behavior to become productive members of society and national heroes. MnTC restores lives and families, and the MN Fishing Challenge brings much needed funds to a highly successful program."

**Mark Langer, Retired Airline Pilot and Marie Langer, CCRN Nurse**



## Sponsorship Levels and Value

All sponsor packages can be customized to suit your needs.

	COMMUNICATIONS	EVENT RECOGNITION
<b>PRIZE TENT</b> \$1,000   1 Available	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> </ul>	<ul style="list-style-type: none"> <li>Banner with logo recognition on the prize tent</li> </ul>
<b>BEACH</b> \$1,000   4 Available	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> </ul>	<ul style="list-style-type: none"> <li>Two flags with logo recognition marking your section of the beach where boats pull up to weigh their fish</li> </ul>
<b>DIVISION</b> \$2,000   5 Available	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> </ul>	<ul style="list-style-type: none"> <li>Logo recognition on signage at event, in the event brochures and posters, and during the Rules Meeting slideshow</li> </ul>
<b>WEIGH-IN STATION</b> \$2,500   1 Available	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> </ul>	<ul style="list-style-type: none"> <li>Logo recognition on signage at event, in the event brochures and posters, and during the Rules Meeting slideshow</li> <li>Banner with logo recognition on the weigh-in scale</li> </ul>
<b>SUPPORTING</b> \$5,000	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> </ul>	<ul style="list-style-type: none"> <li>Logo recognition on signage at event, in the event brochures and posters, and during the Rules Meeting slideshow</li> </ul>
<b>PRESENTING</b> \$10,000	<ul style="list-style-type: none"> <li>Logo recognition on MnTC website (50,000+ visitors/month)</li> <li>Logo recognition in the MnTC newsletter (circulation 18,000+)</li> <li>Logo included in pre-event attendee emails</li> </ul>	<ul style="list-style-type: none"> <li>Logo recognition on signage at event, in the event brochures and posters, and during the Rules Meeting slideshow</li> <li>Opportunity to have a table at the Rules Dinner and hand out a giveaway to attendees</li> </ul>

“Each year I look forward to fishing in the MN Fishing Challenge. As a tournament angler, I really appreciate how Mn Adult & Teen Challenge is changing the lives of men and women forever by breaking down the barriers of addictions and turning their lives in a positive direction. Regardless of how busy my schedule can be throughout the year, it really is an honor to be part of such a great organization and a great event. Thank you to the sponsors who help make the MN Fishing Challenge a success.”

Tom Davis, MPAA #729, Pro Staff-Ranger boats, Minn-Kota, Humminbird, owner of Davis Comfort Systems



TESTIMONIAL

PUBLIC RECOGNITION	BENEFITS	VALUE
		\$1,000 VALUE
		\$1,000 VALUE
<ul style="list-style-type: none"><li>Named in the event press release (650,000+ impressions)</li></ul>		\$2,000 VALUE
<ul style="list-style-type: none"><li>Named in the event press release (650,000+ impressions)</li></ul>		\$2,500 VALUE
<ul style="list-style-type: none"><li>Named in the event press release (650,000+ impressions)</li></ul>	<ul style="list-style-type: none"><li>Fishing Challenge entry for 1 team (2 participants)</li></ul>	\$4,900 VALUE
<ul style="list-style-type: none"><li>2x social media mentions to MnTC followers in May</li><li>Named as Presenting Sponsor in the event press release (650,000+ impressions)</li></ul>	<ul style="list-style-type: none"><li>Fishing Challenge Entry for 1 team (2 participants)</li></ul>	\$9,900 VALUE





## We get the word out!

There are a variety of ways we recognize our generous sponsors depending on which level and benefits you choose. Examples include: the event press release, sponsor banner, website, emails, newspaper ads, and more!

Please reach out to discuss options for which package would best fit your company's needs.

Raising funds to support Minnesota Teen Challenge is what the annual Fishing Challenge is all about

### TESTIMONIAL



"We are three generations of supporting Mn Adult & Teen Challenge. When you allow God to come into your life, miracles can happen. Attending the events and hearing the client testimonies warms our hearts. We use Navillus as the name for the Walleye division sponsorship, which is really Sullivan backwards."

Mike Sullivan, Navillus Land Company



## FOR IMMEDIATE RELEASE

### For more information:

Bernie Barringer  
Tournament Director  
218.820.8459  
bernie.barringer@mntc.org

Sue Van Hal  
MnTC Events Manager  
218.833.8752  
brainerdevents@mntc.org

## 13th Annual MN Fishing Challenge Set for Gull Lake on June 5

Minnesota Fishing Challenge Host Al Lindner knows catching fish during a tournament is important. He also knows that participants in the annual MN Fishing Challenge, hosted by Mn Adult & Teen Challenge on Gull Lake on June 5, are fishing to save lives and restore broken families.

"The MN Fishing Challenge is the best place to invest in a fun fishing day and also invest in people's lives," Lindner said. "This huge fundraising fishing event means so much to so many people who are struggling to overcome drug and alcohol addictions." Since the beginning, this event has raised more than \$2.6 million and proves to be the most exciting tournament in the state, according to many anglers. Most years we fill the entire 150-team field, and registration starts at the beginning of the year!

Fishing divisions for the tournament include bass, walleye, pike, panfish and a mixed bag. Each of these divisions have sponsors that award prizes besides the great plaque and prize from the prize tent. You might even win the opportunity to take a rod out of Al Lindner's boat!

The MN Fishing Challenge offers many opportunities for anglers to succeed. The team entry fee is only \$100 for a 2-person team. This entry fee includes a Rules Dinner on Friday, June 4 plus the chance to win thousands of dollars of prizes including U.S. and Canadian resort stays, rods, reels, tackle, trolling motors, electronics, guided fishing trips, and much more. The prize tent at the end of the tournament is bulging with prizes for many, many anglers. Every prize in the tent has a value ranging from \$150-\$2,000!

There are other chances to win prizes just by registering by April 5th, by recruiting new teams, or by finding sponsors for your team. A Lund boat with motor and electronics from Minn Kota and Humminbird will be given away to a lucky angler in a fundraising drawing.

One way that the community can win is to purchase a \$20 raffle ticket to support the event. Many great prizes are included in the raffle and every dollar raised goes to the great ministry of Mn Adult & Teen Challenge to help bring hope to people struggling with addiction. The tournament director, Bernie Barringer, has thought of it all and welcomes fishermen from across the Midwest to join this great day of fishing and fundraising for Mn Adult & Teen Challenge.

Details are posted at [fishingchallenge.org](http://fishingchallenge.org) along with rules, photos, videos and an entry blank. To support a favorite team with online giving, go to [givehope.mntc.org/fishing](http://givehope.mntc.org/fishing). For more information or to purchase a raffle ticket, contact Bernie Barringer at 218.820.8459 or Sue Van Hal at 218.833.8752, [sue.vanhal@mntc.org](mailto:sue.vanhal@mntc.org).



# MINNESOTA FISHING CHALLENGE

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Scan to learn more!



**Adult & Teen Challenge**  
Minnesota

**For more information:**

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